



viral marketing promotional planner

1. In what way is your product or service genuinely fabulous? (If not, it's possibly not worth even trying viral marketing.)

2. What is your compelling idea?

3. What are the one, two or at most three simple facts you are going to ask people to tell others?

4. What do you want people to tell others? Why might they want to tell other people about it? How can you support this?

5. What might put them off telling other people about it? What can you do to off-set this?

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7. Who are the relevant key influencers, or 'network hubs' for each of your target groups:

	regular hubs	mega-hubs	expert hubs	social hubs
Target group 1				
Target group 2				
Target group 3				

8. How can you reach network hubs, eg:

- * what do they read
- * what media do they watch or listen to, including websites
- * have you got their postal and e-mail addresses

* other

9. How can you help network hubs to spread the word accurately and extensively eg what are you giving them in terms of:

* iron-clad evidence of effectiveness or quality

* bite-sized, simple, memorable messages and answers to potentially awkward questions they might be asked

* key facts in pass-on-able formats (postcards, business cards, fun e-mails)

* samples or discounts

* quotes and testimonials from highly credible others

10. How are you using the multiplier factor to increase the spread of your message from everyone you're in contact with, eg

* have you got an e-mail this page to a friend or colleague button on each page of your website?

* do you give people multiple copies of information resources, one for them, 2+ for them to give to others

* other

11. What specific 'pass-it-on' resources are you using, some for person to keep, some for them to pass on to others, eg postcards, customised business cards, post-it notes with message, stickers. postcards with glorious photo, luggage tags, chocolate with printed wrappers

12. What other plans have you got to make this communications initiative dynamically viral?

resources

books

Anatomy of Buzz Emanuel Rosen

Very clear analysis of viral marketing, describing which sorts of messages are conducive to what sort of processes to maximise their organic spread across communities.

The Secrets of Word-of-Mouth Marketing George Silverman

Worth not being put off by the hyper-naïf cover photo and the first part of the book which covers similar ground to *Anatomy of Buzz*. Moves beyond theory and analysis to specific steps that need to be taken for a successful viral marketing campaign.

Don't Take Our Word for it! Godfrey Harris

Definitely theory-lite, but amidst some rather 'quirky' ideas, the dozens of practical examples include some very useful ones.

pass-it-on products

card products

Whitney Woods

01706 210538

www.whitneywoods.co.uk

info@whitneywoods.co.uk

chocolates

Coronation Promotions

01253 798606

www.coronationpromotions.co.uk

sales@coronationpromotions.co.uk

other, slightly bigger things, eg pencils and key-rings

EuroGifts

01202 826442

sales@eurogifts-uk.com